MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BMK2034 – MARKETING STRATEGY

(All sections / Groups)

13 MARCH 2019
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 4 questions only.
2. Attempt ALL questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answer in the Answer Booklet provided.

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ANSWER ALL QUESTIONS.

QUESTION 1

a) Compare and contrast brand loyalty and brand equity.

10 Marks

b) Explain the decline stage in the product life cycle.

15 Marks

QUESTION 2

Ethics have been shown to improve marketing performance and overall company profits. Explain FIVE (5) potential ethical issues that can be found in a marketing program.

25 Marks

QUESTION 3

a) Identify and discuss the FOUR (4) approaches to marketing implementation.

20 Marks

b) Briefly explain why marketing implementation is difficult for many firms.

5 Marks

QUESTION 4

As the owner of an online business, you understand that customer satisfaction and retention are essential for profit. Explain FIVE (5) steps that you would take to ensure your customer have a pleasant experience.

25 Marks

End of Page